

## CLAIMS

What is claimed is:

- 1 1. A method of applying a rotatable label system to an object, comprising:  
2 affixing an inner label with indicia disposed thereon about an object;  
3 temporarily coupling an outer label having indicia disposed thereon to the  
4 inner label while the outer label is wrapped about the object; and  
5 securing the outer label about the object.
- 1 2. The method of claim 1 further comprising removing the temporary  
2 coupling to permit the outer label to rotate about the object.
- 1 3. The method of claim 2 wherein the removing the temporary coupling  
2 comprises rotating the outer label relative to the object.
- 1 4. The method of claim 1 wherein the temporarily coupling comprises  
2 providing a small amount of liquid between a front surface of the inner label and  
3 a rear surface of the outer label.
- 1 5. The method of claim 1 wherein the temporarily coupling comprises  
2 applying an external physical pressure to the outer label.
- 1 6. The method of claim 1 wherein the temporarily coupling comprises  
2 applying a vacuum pressure to the outer label.
- 1 7. The method of claim 1 wherein the temporarily coupling comprises  
2 applying an electrostatic charge pressure to the outer label.

1 8. The method of claim 1 wherein the temporarily coupling comprises  
2 applying at least one dot of an adhesive to a front surface of the inner label.

1 9. The method of claim 1 wherein the temporarily coupling comprises  
2 applying at least one dot of an adhesive to a rear surface of the outer label.

1 10. The method of claim 1 wherein the securing comprises providing  
2 adhesive at a trailing end of the outer label so that the trailing end overlaps and  
3 adheres to a leading end of the outer label to rotatably couple the outer label  
4 around the object.

1 11. A method of applying a rotatable label to an object, comprising:  
2 temporarily coupling an outer label having indicia disposed thereon to the  
3 object while the outer label is wrapped about the object; and  
4 securing the outer label about the object.

1 12. The method of claim 11 further comprising affixing an inner label with  
2 indicia disposed thereon about the object, the outer label being temporarily  
3 coupled to the inner label.

1 13. The method of claim 11 wherein the temporarily coupling comprises  
2 applying at least one dot of an adhesive to a front surface of the object.

1 14. The method of claim 11 wherein the temporarily coupling comprises  
2 applying at least one dot of an adhesive to a rear surface of the outer label.

1 15. The method of claim 11 wherein the temporarily coupling comprises  
2 applying an external physical pressure to the outer label.

1 16. A rotatable label system comprising:  
2 an inner label affixed about an object;  
3 an outer label; and  
4 a temporary coupling mechanism configured for temporarily coupling the  
5 outer label to the inner label.

1 17. The rotatable label of claim 16 wherein the temporary coupling  
2 mechanism comprises a small amount of liquid disposed between the inner label  
3 and the outer label.

1 18. The rotatable label of claim 16 wherein the temporary coupling  
2 mechanism comprises an external physical pressure disposed on the outer label.

1 19. The rotatable label of claim 16 wherein the temporary coupling  
2 mechanism comprises a vacuum pressure.

1 20. The rotatable label of claim 16 wherein the temporary coupling  
2 mechanism comprises an electrostatic charge.

1 21. The rotatable label of claim 16 wherein the temporary coupling  
2 mechanism comprises an external gaseous pressure.

- 1 22. The rotatable label of claim 16 wherein the temporary coupling  
2 mechanism comprises at least one dot of adhesive applied to a front surface of  
3 the inner label.
- 1 23. The rotatable label of claim 16 wherein the temporary coupling  
2 mechanism comprises at least one dot of adhesive applied to a rear surface of the  
3 outer label.
- 1 24. The rotatable label of claim 16 further comprising a transparent portion  
2 disposed on the outer label and configured for viewing underlying indicia.
- 1 25. A rotatable label system comprising:  
2 an outer label;  
3 a temporary coupling mechanism configured for temporarily coupling the  
4 outer label to an object; and  
5 adhesive disposed to a rear surface at or near a trailing end of the outer  
6 label for securing the outer label to itself.
- 1 26. The rotatable label system of claim 25 further comprising a transparent  
2 portion disposed on the outer label and configured for viewing underlying  
3 indicia.
- 1 27. The rotatable label of claim 25 wherein the temporary coupling  
2 mechanism comprises an external physical pressure.

1 28. The rotatable label of claim 25 wherein the temporary coupling  
2 mechanism comprises at least one dot of adhesive applied to a rear surface of the  
3 outer label.

1 29. The rotatable label of claim 25 wherein the temporary coupling  
2 mechanism comprises at least one dot of adhesive applied to a front surface of  
3 the object.